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"THE SWISS POSTER"

SUGGESTED PRESS RELEASE:

An exhibition entitled "THE SWISS POSTER" will be on view at _____ _____ from _____ to _____. It is circulated under the ~~joint~~ auspices of ~~the Legation of Switzerland and~~ The American Federation of Arts, Washington, D.C.

The exhibition is divided into five sections: Commercial Posters, Travel, Humanitarian Posters, Special Occasions (exhibitions, theaters, etc.) and Political Posters. All were especially selected to show that this art form is used in Switzerland as a considerable force in everyday life, so much so that the Swiss Ministry of the Interior decided in 1942 to promote the country's poster art by making recognition awards to the publishers, designers and printers of the "best posters of the year."

More than one hundred of these prize-winning posters form the nucleus of the present exhibition, which was financed by the national institution, Pro Helvetia, and organized by the Swiss Office for the Development of Trade in Zürich.

Philipp Etter, Minister for the Interior, wrote an introduction to the handsome catalogue which accompanies the exhibition. He states: "The posters are judged on their artistic merit, the quality of their printing and their publicity effect, though not on the aim or object of advertisement. This official recognition is meant as an aid on the way towards the great goal of bringing art back into close touch with life."

In addition to publishers, designers and printers, the poster distributor plays a unique role in Switzerland today. The Allgemeine Plakatgesellschaft serves an area of over 3,000 districts with 3,700 towns and villages. The Orell-Füssli A.G. controls poster publicity in the thousand stations of the Swiss Federal Railways. Both these distributors are commercially and politically neutral -- no political party is ever allowed more display space than its opponents. Above all, an effort to protect natural beauties and historical sites is made at all times.

Since posters meet the needs of the day and, therefore, call for a limited display period, they are customarily changed every two weeks. Thus the life of the Swiss poster is regulated even to the standard dimensions in use all over the country (approximately 50" x 35") and the uniform fee charged per poster, according to position.

In Switzerland, some of the very best artists devote their time to the design of posters. Among the artists whose work is included in the exhibition are the following: Hans Erni, Alois Carigiet, Hans Fischer, Herbert Leupin, Niklaus Stöcklin, Pierre Gauchat, Carlo Vivarelli and Donald Brun.

PLEASE NOTE: GRAPHIS Magazine, No. 35, contains an article on the Swiss poster by Mildred Constantine, Assistant Curator, Department of Architecture and Design, The Museum of Modern Art, New York. Display copies may be ordered from: Dr. C. Heitz, 16 West 90th Street, New York 24, New York.